

## Message Text

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46

ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 /050 W

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R 151333Z JUL 76

FM AMEMBASSY ATHENS

TO USDOC WASHDC

INFO SECSTATE WASHDC 5543

UNCLAS ATHENS 7171

E.O. 11652: N/A

TAGS: BEXP, GR

SUBJ: RECOMMENDATION FOR CLASS I EXHIBIT IN POSIDONIA 78

REF : ATHENS 5981

1. EMBASSY WISHES TO RECOMMEND CLASS I PARTICIPATION BY USDOC  
IN POSIDONIA '78. THIS IS A VERTICAL FAIR DIRECTED AT THE GREEK  
AND INTERNATIONAL SHIPPING COMMUNITY. THE EMBASSY BELIEVES THAT  
THE NEXT TWO YEARS WILL WITNESS A REVITALIZATION OF WORLDWIDE SHIPPIN  
G

WITH CONCURRENTLY INCREASING DEMAND FOR NEW SHIPS, SHIP REPAIR,  
AND SHIP SERVICES. THIS FAIR IS ONE OF THE THREE MAJOR SUCH EVENTS  
IN EUROPE BUT IS UNIQUE IN ITS CAPACITY TO REACH THE GREEK SHIPPING  
COMMUNITY WHICH, ALTHOUGH NORMALLY DISPERSED IN MAJOR WORLD  
SHIPPING CAPITALS, ASSEMBLES IN ATHENS-PIRAEUS FOR THIS ONE WEEK  
EVERY TWO YEARS. WE BELIEVE THAT THE U.S. CONTINUES TO BE UNDER-  
REPRESENTED VIS-A-VIS THE GREEK SHIPPING, SHIP REPAIR AND SHIP  
BUILDING INDUSTRIES AND FOR THIS REASON BELIEVE THAT THIS FAIR OFFERS  
THE BEST OPPORTUNITY TO INSURE THAT AMERICAN PRODUCTS RECEIVE  
ADEQUATE ATTENTION BY GREEK END USERS.

2. THE FAIR AUTHORITIES, MARITIME PRESENTATIONS LTD., HAVE  
INFORMED THE EMBASSY THAT THEY WOULD WELCOME AN INDICATION OF  
INTEREST IN PARTICIPATING ON THE PART OF U.S. DEPARTMENT OF COMMERCE  
WHICH THEY WOULD NOT CONSTRUE TO BE A COMMITMENT OF ANY SORT  
BUT WOULD ENABLE THEM TO INCLUDE AN AREA FOR A U.S. PAVILION IN  
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THEIR PLANNING FOR THE OUI POSIDONIA. THE EMBASSY THEREFORE

REQUESTS USDOC GUIDANCE ON THIS POINT AND IS PREPARED TO DISCUSS WITH THE POSIDONIA MANAGEMENT THE MOST DESIRABLE EXHIBIT AREA.

3. THE EMBASSY IS FORWARDING UNDER SEPARATE COVER AN AIRGRAM FINAL REPORT OF THE U.S. CATALOGUE EXHIBIT IN POSIDONIA '76 IN WHICH WILL BE INCLUDED ADDITIONAL DETAIL ON THE FAIR ITSELF AND ON THE EFFORTS MOUNTED BY SUCH MAJOR INDUSTRIAL COUNTRIES AS JAPAN, THE UNITED KINGDOM, CANADA, NORWAY, POLAND AND DENMARK. FINAL SHOW STATISTICS SHOW 270 EXHIBITORS REPRESENTING 550 COMPANIES FROM 29 COUNTRIES. THIRTEEN COUNTRIES HAD NATIONAL PAVILIONS. THE EXHIBITION COVERED A TOTAL OF 9,000 SQUARE METERS. POSIDONIA '78 WILL BE HELD IN THE SAME LOCATION AS THIS YEAR, NAMELY THE ST. NICHOLAS MARINE TERMINAL IN PIRAEUS. WHILE DATES HAVE NOT YET BEEN FIXED, IT WILL UNDOUBTEDLY AGAIN BE IN JUNE.  
KUBISCH

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